



COUNTDOWN BEGINS FOR EMITT TO OPEN ITS DOORS!

EMITT – The East Mediterranean International Tourism and Travel Exhibition, one of the top five tourism exhibitions worldwide, will take place at TÜYAP Fair and Congress Center from April 12th to 15th, 2023.

The 26th East Mediterranean International Tourism and Travel Exhibition – EMITT, organized by ICA Events in partnership with TÜROFED and TTYD, continues to shape the industry with useful content and partnerships that create value for all participants. Having achieved a great success by hosting 33,595 visitors from 110 countries last year, EMITT is getting ready to welcome a record number of foreign visitors and tourism professionals this year as the key meeting platform for the tourism industry. Sponsored by the Ministry of Culture and Tourism of the Republic of Türkiye, the Governorship of Istanbul of the Republic of Türkiye, Istanbul Metropolitan Municipality, and Turkish Airlines and supported by KOSGEB, the exhibition plays a major role in adopting domestic travel opportunities and early booking advantages as well as contributing to the promotion of the country, development of the tourism industry, and helping the industry to gain more momentum.

Emphasizing the importance of EMITT, empowered by ICA Events' long-established experience and experienced staff to lead the tourism industry and directly contribute to the promotion of Türkiye, **Hacer Aydın, EMITT Exhibition Director**, stated: "EMITT serves as a sectoral school for both participating exhibitors and consumers alike, and therefore, we are proud of bringing together the players of the industry for the 26th time in EMITT. Just like every year, we will create value for all participants to lead the industry with useful high quality content and partnerships. Last year, our exhibition provided our exhibitors and visitors in the exhibition venue with a business volume worth over €400 million with business partnerships and sales contracts as laid down by this event. This year, our goal is to increase the business volume to €500 million compared to the previous year."

EMITT Continues to Contribute to Tourism

The real stars of EMITT, during which the thousands of domestic and foreign exhibitors and visitors will meet the natural beauties, historical and cultural landmarks, and local dishes, will become the Anatolian destinations that have turned into a brand. Many metropolitan municipalities such as Balıkesir, Edirne, Antalya, Konya, Diyarbakır, Mardin, and Şanlıurfa provinces as well as other municipalities, having become a tourism brand, such as Kuşadası,



Didim, Edremit, Urla, and Bodrum, will be represented in EMITT. In addition to municipalities, major tourism companies such as Gezinomi, Elite World Hotels, Odamax, Hotelrunner, and Jolly Tours will also participate in the exhibition.

Nearly 600 exhibitors from around 30 countries from Latin America to the Far East will come to Istanbul to demonstrate their tourism potential. These countries will provide a colorful exhibition experience to the visitors from Istanbul by promoting their geographical features, historic and cultural elements, and local dishes in their stands to be installed in the exhibition venue. On the other hand, EMITT events will play a guiding role for sustainable tourism investments and projects by providing a realistic vision of the future to the industry in addition to creating many cooperation opportunities.

Within the scope of the EMITT 2023 Event Program, topics such as Tourism Insights for 2023, Sustainable and Responsible Tourism, Health Tourism Plan in Export Strategy, Emerging Forces of the Industry: Eco-Agro-Gastro Tourism, Influencer Strategies for Taking Destinations Beyond the Stereotypes, Tips for Addressing Your Target Audience, Metaverse: Experience to Expand Tourism Resources, Travel Technologies for Holiday Designers and Planners, Different Destination Explorations: Italy, TRNC, Brazil, Russia, and the Maldives, Travel Technology Map for Travelers, Entrepreneur Ecosystem in Travel Technologies, How Does Travel Tech Facilitate the Business Processes of the Stakeholders in the Tourism Industry? and more will test the waters in the tourism industry.

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